

Cochlear™ Baha® Start

Your Child's First Steps to Better Hearing

Learning to communicate begins early—well before your child says their first word—which is why it's so important for children with hearing loss to be given access to sound as soon as possible. It can help lay the foundation for fundamental language development and social skills to help them be successful in school and society later in life. In fact, research shows children whose hearing loss is identified and treated early are best able to develop speech, language, cognitive and social skills ahead of later identified children.¹ With the right hearing solution early in life, they have the potential to enjoy a life full of sounds, speech, laughter and music.

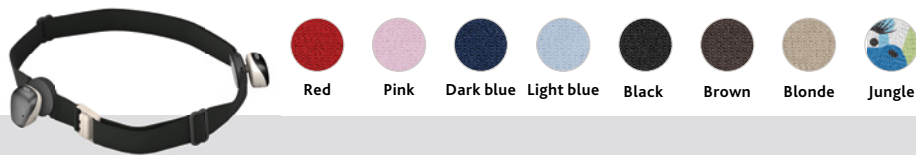
Introducing Baha® Start

Baha Start is our non-surgical bone conduction solution that features the Baha Softband or SoundArc and Baha 5 Sound Processor options to address your child's level of hearing loss and specific needs. In addition, our Lend an Ear program provides children under the age of 12 access to an appropriately-fit Baha 5 Sound Processor while the insurance approval takes place. This means that your child can have access to critical sounds as early as possible.

Baha Start Non-Surgical Wearing Options

Cochlear offers two non-surgical options that enable your child to experience sound with any of the Baha 5 Sound Processors if your child is too young (*under the age of five*) or is not yet ready for a surgical implant.* The Baha Softband and SoundArc are comfortable and easy to use and are designed to provide your child with the hearing performance and amplification they need to facilitate language development on par with their hearing peers, without the need for surgery.²

As your child grows, it's natural to progress from a non-surgical solution to an implantable solution.* Cochlear offers two implantable bone conduction solutions, the Baha® 5 System and the Osia® System. An implant is proven to improve the transmission of sound and ensures children can benefit from consistent and reliable access to hearing.³



Softband

The Baha Softband is a comfortable and easy-to-wear headband designed specifically for babies and toddlers under the age of two. Unlike other headbands, the Softband uses the Baha SoftWear™ Pad, which reduces peak pressure to give greater comfort and increase the level of sound that transmits to your child's ear.⁴



SoundArc

The Baha SoundArc is ideal for children approaching the age of implantation, offering slightly older children a different wearing option. It has a modern look that kids will love. It's lightweight, practical and, like a pair of sunglasses, easy to put on and take off. It fits securely and comfortably in place, so it is great for active kids.



Hear now. And always



Cochlear bone conduction sound processors offer unique features to provide your child a lifetime of better hearing, including:

- Small, smart and powerful sound processors designed to meet your child's hearing needs today and into the future
- The only bone conduction implant that you can connect with your smartphone, including Made for iPhone technology
- The Baha 5 and Osia® Smart App allows you to easily control your child's hearing experience
- True Wireless™ Accessories send sound directly to your child's sound processor without the need to have anything around your child's neck
- Data logging to help provide key usage information to your child's audiologist
- Baha 5 Sound Processors are compatible with both Baha Start non-surgical options



Unlike hearing aids, Cochlear Bone Conduction Systems are covered by many insurance plans and typically Medicaid.** Contact your insurance plan or local Hearing Implant Specialist to determine eligibility.

To determine if Baha Start is right for your child, schedule an appointment with a Hearing Implant Specialist to start the discussion and request that your child try the Baha Softband or SoundArc.

www.cochlear.com/us/appointment

**If you have questions, we have experts ready to assist you!
Learn about the process, our products, technology and company from our highly skilled Concierge team, email:**

- concierge@cochlear.com
- 800 216 0228

1. Tarpe AM, Gustafson S. Management of Children with Mild, Moderate, and Moderately Severe Sensorineural Hearing Loss. Otolaryngol Clin North Am 2015 December: 983-994.
2. Hol MK, Cremers CW, Coppens-Schellekens W, Snik AF. The Baha Softband. A new treatment for young children with bilateral congenital aural atresia. Int J Pediatr Otorhinolaryngol. 2005;69:973-80
3. Flynn MC. Design concept and technological considerations for the Cochlear Baha 4 Attract System. Cochlear Bone Anchored Solutions AB, E82744, Nov 2013.
4. Flynn MC, Fyrlund H. Design concept and technological considerations for the new Baha Softband. Cochlear Bone Anchored Solutions AB, 631194, 2015.

* In the United States and Canada, the placement of a bone anchored implant is contraindicated in children below the age of five. In the United States, the Osia implant is indicated for use in children ages 12 and older. In Canada, the Osia implant is indicated for use in children ages 5 and older.

** Coverage for Medicaid recipients varies according to state specific guidelines.

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The Cochlear Baha 5 Smart App is available on App Store and Google Play. For compatibility information visit www.Cochlear.com/Compatibility
Cochlear Baha 5 sound processors are compatible with iPhone, iPad and iPod touch. For compatibility information visit www.Cochlear.com/Compatibility
The Cochlear Osia Smart App is available on the Apple App Store and Google Play. For compatibility information visit www.Cochlear.com/Compatibility
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